The NEW BOOK of ROOFS

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THE ROOF
—FROM AN ARCHITECT'S VIEWPOINT

WHEN an architect begins to plan a house he conceives of it as a whole—one harmonious composition of walls, roof, windows, doors, color and planting. The general form and character of the roof is dictated by the style or period of the architecture. The roof treatment is fully as important as the wall treatment in expressing architectural style. No very radical departures can be made from the traditional combinations of roof forms with what is below them, without inviting criticism of the result.

The general type of roof having settled itself, the next question is, with what materials shall the roof surfaces be covered? Here the architect must satisfy two important aesthetic considerations—color and texture. It is through a proper combination of colors or colors and texture that the roof can be made to partake of the spirit and character of the house, and of the surroundings.

It is through the skillful use of color and texture that the roof surfaces are given life, interest and substance. Sharply contrasting colors in a roof may be mellowed and blended by over-laying them with the lacework of lights and shadows from the surfaces and edges of shingle or tile shaped units of appreciable thickness. More color and greater variety of colors can be used more safely in a heavily textured surface than in a smooth one. On the other hand, the same quality of life and interest can be imparted to a relatively smooth surface by the proper, tasteful blending of colors. A roof which lacks both color and texture is devoid of interest, and may easily rob the house of any charm it might otherwise possess.

The question of color and texture being disposed of, the next important considerations are durability and resistance to fire. Especially in suburban communities the fire hazard from flying embers is very real, and the roof should be of incombustible material. But this quality of resistance to fire is generally inherent in materials which experience has taught us are also highly resistant to the attacks of sun, rain and frost.

From what has been said it will be seen that the desirable roof covering should be composed of units with a wide range of unfading color, which when assembled will give texture to the surface and which are both durable and incombustible.

SULLIVAN W. JONES

Fellow of the American Institute of Architects

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The well chosen colors of Johns-Manville Asbestos Shingles blend admirably with this attractive home.
La Farge, Warren and Clark, Architects.

INTRODUCTION

It would be a pretty difficult matter to find a man who does not want to own his own home. Some day, somewhere, each of us is certain that he will have a place—perhaps it will be a large estate—perhaps it will be a cozy bungalow—but it will be something that he can really call his own. We all spend no little time dreaming and planning how our "Castles in Spain" will eventually take actual form and shape under the saws and hammers and chisels of the workmen.

Whether we plan to build a new home, or whether we prefer to remodel the work of some one else, makes little difference. We already know the size and location of the rooms—the fireplace, the book cases, the corner cupboards and even some of the furniture are already in place. We know just where we want the bathrooms, and how the kitchen will be fitted out with modern conveniences—the stove and the sink, with ample drain boards, are in their proper places, and there is plenty of space for all pots and pans and china and glass. We have decided what kind of porch we want and where the garage will be, and what type of furnace we want, and how the laundry will be arranged.

We have gone over every step of the work so many times that we scarcely need to close our eyes to see our Home as it will be—finished and "in the flesh." Perhaps its architecture is New England or Southern Colonial, or it may be Half-timbered English, or stone, or brick, or a Cape Cod Cottage, or a California Bungalow. Whatever it is, we see it, with all its blended coloring and detail, finished, and occupied. But with all this planning, how many of us have considered the all important subject of the roof?

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CHAPTER I

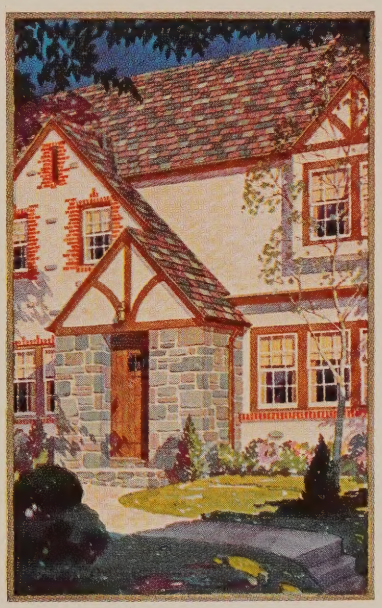
ROOFS AND THEIR IMPORTANCE HISTORICALLY

Most of us, if we have thought of the roof at all, have felt it was merely a part of the architectural scheme of the house. We have probably dismissed it from our minds as something that would take care of itself when the time came. But will it? Is it not much more sensible to give it the same thought you have given other parts of your home, for after all no part of a house is more exposed to the ravages of the elements than is the roof.

From the time when early man began to form primitive homes in groups in order to provide better protection to the tribe or clan, roofs have been one of the main considerations in building. It is true that the earliest roofs were nothing to boast of, but each advancing step in civilization brought new ideas in building—new and better materials for construction.

Homes were first of all designed for protection. But following down through history we see a marked trend to beauty which culminated in that magnificent simplicity of architecture in the Golden Age of Greece and Rome. Here the roof became an integral part of the architectural scheme of the building, and through the studied beauty of its lines and its simplicity, contributed its part to the finished masterpiece.

Up to the time of the Renaissance we find but little progress in building, but with the revival of arts and learning, architecture began to awake. Here again roofs were studied to give beautiful and pleasing effects to the buildings they covered. Efforts were made to ornament roofs with all manner of intricate designs. Here we find roofs of color and combinations of colors—all designed to blend with and enhance the beauty of the building, making it one harmonious whole.



This house at White Plains, N. Y., shows one of the many pleasing color arrangements possible with Johns-Manville Asbestos Shingles

With these changes in architecture there were, quite naturally, changes in the materials of which roofs were made. Loose stones, baked clay or adobe, rushes and branches of trees—all of which were used by primitive man in the early stages of his development—soon gave place to more satisfactory roofings. Later the rough materials of nature were formed and shaped to fit the needs of advancing civilization. Wooden shingles, thatch, tile in different forms, slate and various metal roofs in many different styles, took the place of the cruder roofings. But not until the present generation did the ideal roofing material—Johns-Manville Rigid Asbestos Shingles—make its appearance commercially.

Through all these changes in the development of the different styles of architecture and through the development in the use of roofing materials, there is evidenced a distinct search for protection, for permanence, for beauty and for reasonable cost. They are the four basic requirements.

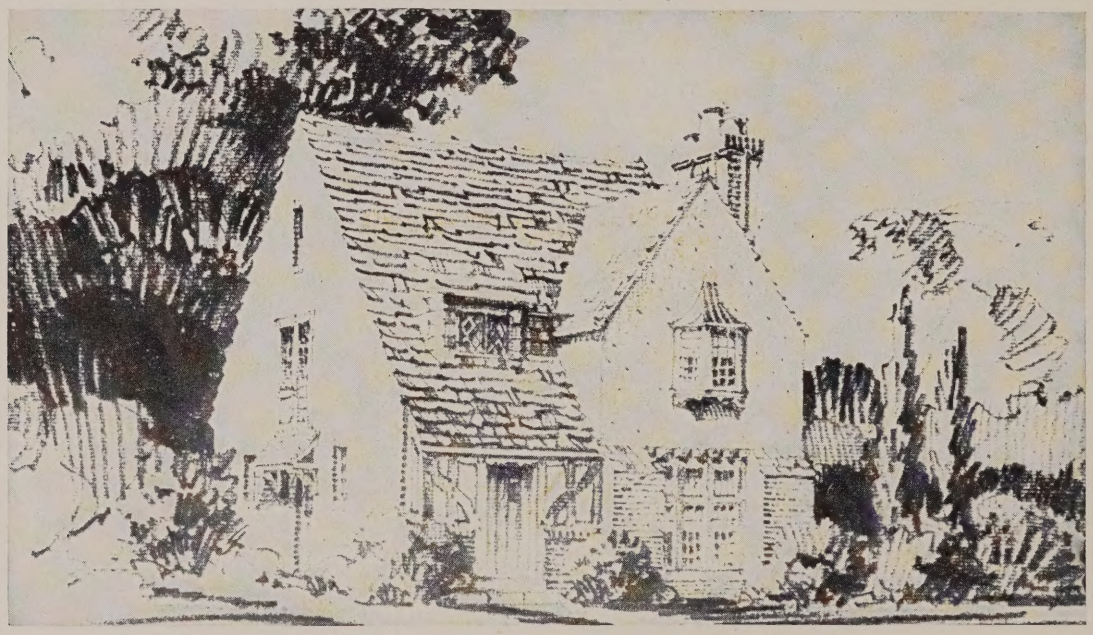
No one wants a roof that does not adequately protect his home, its furnishings and the people

who live under it. Roofs are our first line of defense in the battle with rain, snow, wind, and all those other forces of nature against which we build homes for comfort and shelter. In our modern life, fire is one more enemy against which we should demand protection from our roofs.

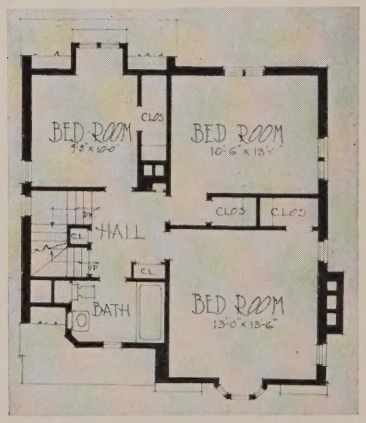
But no one wants a roof that is merely a protection. It must give permanent protection. In this practical age there is no necessity of being continually faced with the expense and annoyance of roof repairs. We do not want materials that are not permanent.

And with protection and permanence we want beauty—beauty of line and texture, and beauty of color. Your roof must have colors that will blend attractively with your home and with its setting, making it all one harmonious whole with no note of clashing discord.

The ideal roof must combine all these. It must protect; it must be permanent; it must have color. But it must also be quickly and easily obtainable at a cost within the range of the average pocketbook, and there must be no intricate construction details which would make its use a difficult matter for the average workman. Above all else, the ideal roof must be *practical*.



THIS variation of the English Cottage—a Cleveland Master Model Home—is roofed with J-M Asbestos Shingles, chosen for their permanence and beauty. Fox, Duthie and Foose, Architects. The Robert V. Clapp Co., Builders. Courtesy of Home Owners Institute.



CHAPTER II

J-M ASBESTOS SHINGLES MEET REQUIREMENTS OF IDEAL ROOFINGS

PROTECTION, permanence, beauty, color and reasonable cost are the characteristics of Johns-Manville Rigid Asbestos Shingles. They have been designed just to meet these cardinal requirements of the ideal roofing material.

During the formation of the earth, Asbestos was gradually evolved by the forces of nature, ready for the service of man when he should come to realize its possibilities and to understand how to make use of them. It is truly a wonderful mineral; it cannot rot or burn; it cannot corrode; and it is entirely unaffected by the action of the elements.

Note how attractively this rugged roof of J-M Asbestos Shingles blends with the beautiful lines of this brick Colonial home in Highland Park, Ill.

Yet with all these qualities, Asbestos alone would be a most unsatisfactory roofing material. It remained to take advantage of its wonderful properties by combining with it some equally permanent and durable material and make them serviceable to man. This other material is Portland cement. No less permanent and resistant than Asbestos, it provides the partner needed to give form and body to these shingles.

In combining Asbestos and Portland cement, Johns-Manville has selected two of the most permanent materials known. There is romance in having your home roofed with materials that go back through the ages to their formation at the beginning of time. And there is the plainest kind of common sense, too, for the history of Asbestos and Portland cement is the best sort of guarantee of continued permanence for you. From the very inherent nature of the materials of which they are made, Johns-Manville Rigid Asbestos Shingles are permanent and will give the best sort of protection to the houses which they cover.

In the manufacture of these shingles, Johns-Manville has carefully studied and tested the ways of combining Asbestos and Portland cement to insure the best and most efficient roof. Large hydraulic presses of tremendous power are used to compress the Asbestos-cement mixture into shingles which are uniform throughout. Each shingle is a dense homogeneous mass without layers or laminations, in which the Asbestos fibres and the cement are thoroughly mixed and completely intermingled.

At different stages during the manufacture of these shingles the various colors are added, so that with permanence and protection you will also have that wide range of choice which is so necessary

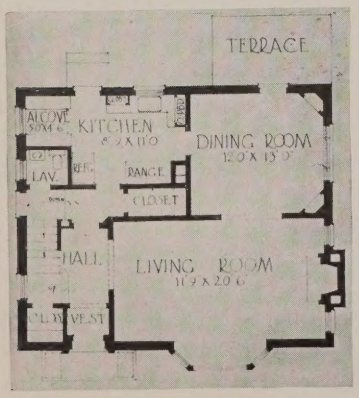
in selecting the proper roof for your home. But in addition to beauty of color, the ideal roof must have beauty in line and texture, and it is to satisfy this requirement of the ideal roofing that Johns-Manville Rigid Asbestos Shingles are made in such variety of shapes and sizes.

No one roof can fit every home. You only have to look around your own neighborhood to find that out. What a variety of different styles of architecture and what a variety of roofs! Some have been selected for one reason, others for another—but how many have proved satisfactory? How many of the owners would have chosen differently if they could have foreseen just how their roof would wear.

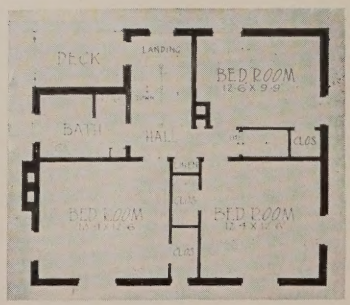
Few of us have the opportunity to make more than one Dream House come true. Therefore we should make every decision as wisely as possible after we have gathered all the facts and considered them carefully from every angle. That is the reason why it is most advantageous to go thoroughly into this subject of roofs and roof materials with the utmost care.

As you talk with other home builders, you will find that many of them selected their roofs for one outstanding characteristic: protection, permanence, beauty or cost. How many of them have a roof covering which meets all of these requirements together?

Possibly when they built their homes it was not possible to obtain a material which combined all of the ideal requirements. But today this condition holds no longer, for Johns-Manville Rigid Asbestos Shingles are within the reach of every one whenever he or she is ready to make a reality out of their "Castle in Spain."



J-M Asbestos Shingles add beauty and protection to this Cleveland Master Model Home—a perfect example of the Early American Colonial. Fox, Duthie and Foose, Architects. The Robert V. Clapp Co., Builders. Courtesy of Home Owners Institute.



CHAPTER III

PERMANENCE AND PROTECTION
AGAINST WEATHER, TIME AND FIRE

CAN you imagine that shingles, which had protected an old house for sixteen years, could be removed, when the old house was being demolished, and used again as the roof for a new home? If such a thing were true would you not be convinced that those shingles offered real permanence and protection and had proved it by actual experience?

Not only is such a thing a possibility, but it is an actual reality!

Three years ago an old Florida house was being demolished. The sixteen year old Johns-Manville Rigid Asbestos Shingles on the roof, when removed, were found to be in excellent condition and plans were made to use them on a new building in the vicinity.

In order to be absolutely sure that there had been no deterioration during their long battle with wind and rain and sun, it was decided to have them tested against new shingles. These tests, which were made by the Southern Testing Laboratories, Inc. of Jacksonville, Florida, showed most astonishing results. Instead of being deteriorated by this long exposure the shingles were found to be actually stronger than new ones. Even the old shingles themselves showed that the parts which had been exposed to the weather were 10% stronger than the parts that had been covered by the other shingles.

Johns-Manville Asbestos Shingles on the Residence of Dr. H. E. Robinson, Pleasantville, N. Y. Architect—James R. Thompson

Is this not a remarkable demonstration of the permanence of Johns-Manville Rigid Asbestos Shingles?

Most roofs fail because they rot, rust, or corrode. But can you imagine a roof of J-M Asbestos Shingles doing any of those things? They are unaffected by rain, sun, sleet, and all of the other forces of the elements—in fact, these shingles really grow stronger with age, instead of deteriorating as many types of roofing do when Nature gets the opportunity to work its will with them. With a roof of J-M Asbestos Shingles your home can laugh at the assaults of time.

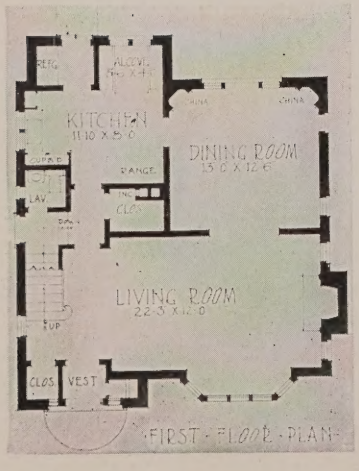
In addition to permanent protection against time and weather there is another element against which our roofs must protect us. Fire is one of the most destructive forces which we have to contend with when it gets away from the bonds with which we bind it to make it serve our needs. To many of us, statistics are most uninteresting, but the Fire Underwriters have compiled

some figures on the hazard of fires which should make every one stop and think.

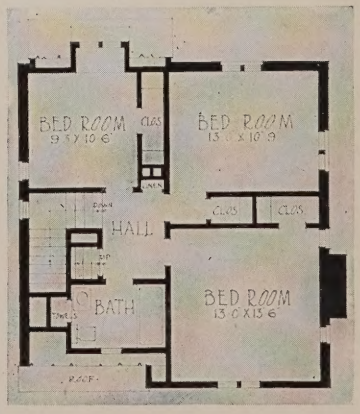
By far the greatest percentage of residential fires fall in the class called "Roof Communicated." In everyday language this means a fire started on the roof of a house by burning brands which have been carried from some other fire in the vicinity. If the roof is not made of fireproof materials, these brands will smoulder and finally set the roof on fire. But with a fireproof roof this cannot happen. The burning brands finally die out for they find in the roof nothing upon which they can feed.

In other forms Asbestos has been used for so many years that almost everyone knows that it cannot burn. Neither can Portland cement. But if you want to be sure you have only to ask your roofer for one of these shingles and then try to burn it yourself.

With all the time which you have spent planning this new home of yours—making sure that it will be just what you have been wanting for so long—is it more than worth while, to have it roofed with these shingles? When your J-M Rigid Asbestos Shingle roof is finished, you will know that neither wind nor snow nor rain can harm the house it covers, and that you also have a sure protection against the cause of most of our present day residential fire losses.



ANOTHER type of the English Cottage—roofed for permanent beauty with J-M Asbestos Shingles. A Cleveland Master Model Home. Fox, Duthie and Foose, Architects. The Robert V. Clapp Co., Builders. Courtesy of Home Owners Institute.



Johns-Manville Asbestos Shingles in Green Veneer blend admirably with this Colonial home.—The residence of Mr. George E. Smith, Great Neck, Long Island. Chester A. Patterson, Architect.

CHAPTER IV

SHINGLES OF BEAUTY IN COLOR, LINE AND TEXTURE

This is an age of color. Everywhere you go you see its use in some new and unusual connection. Eight or ten years ago, who would have thought of using colors in kitchens and bathrooms? Yet today we would miss it sadly.

In nothing is the use of color more marked than in roofs. There have been colored roofs for years—drab monotones that did little to enhance the pleasing appearance of the homes they covered. The colors of today are used with a far different idea. They must blend with the rest of your home and with your lawn and trees and shrubs. There must be no note of discord to mar the harmony of your home.

You are giving a great deal of thought to the colors you will use within your home—the woodwork, walls and fixtures—so that all will be in perfect harmony. And this idea of harmony is just as important for the outside of your home.

What is more attractive than a charming home tastefully fitted into its surroundings? Yet how many times, when you see one, do you realize the part that the roof plays in this picture? It does not stand out by contrast catching your attention first of all. It is a part of the building, contributing its share to the charm of the whole ensemble. Such roofs are really artistic. They belong to the homes they protect.

Obviously no one roof color can be used appropriately for every home. There is too much difference in homes. The color and texture which is most attractive on the house next door, would very probably be completely out of place if used on your home. The style of architecture, the shape and size of the roof, the color of the walls, the setting with its trees and shrubs all must be con-

sidered. Yet each of us, with all the varied color requirements of our homes, wants the permanent protection which is inherent in all Johns-Manville Rigid Asbestos Shingles.

That is why Johns-Manville Rigid Asbestos Shingles are made in such a wide range of colors. The blue-blacks, reds, greens, grays and varied tones of brown have not been chosen at random. They are the result of careful selection by architects and others interested in the building of better homes. They have been chosen so that they will be fit covering for homes of almost any style of architecture.

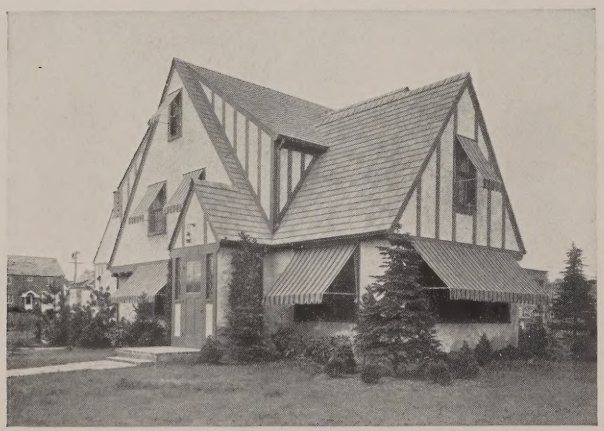
You and your architect have only to select the colors your home requires. Some homes would look incomplete without a green roof; others demand reds or grays; and still others need the blended combinations of the Colorblende Shingles. Whatever color roof you finally choose you will know that with Johns-Manville Rigid Asbestos Shingles you will have not only charm, but permanent protection from rain, snow, sleet, wind and fire.

But in addition to the beauty that comes from well selected colors, one should remember that beauty is also expressed in line and texture. This is most important in building a home. The proportions of length and depth and height, the number and arrangement of windows and doors, the size and slope of the roof with its chimneys and dormers, are all elements in the attractiveness of a home—yet none involves the use of color.

This charming stucco home in Greenwich, Conn., with its unusual setting, is admirably finished with its roof of J-M Colorblende Shingles.

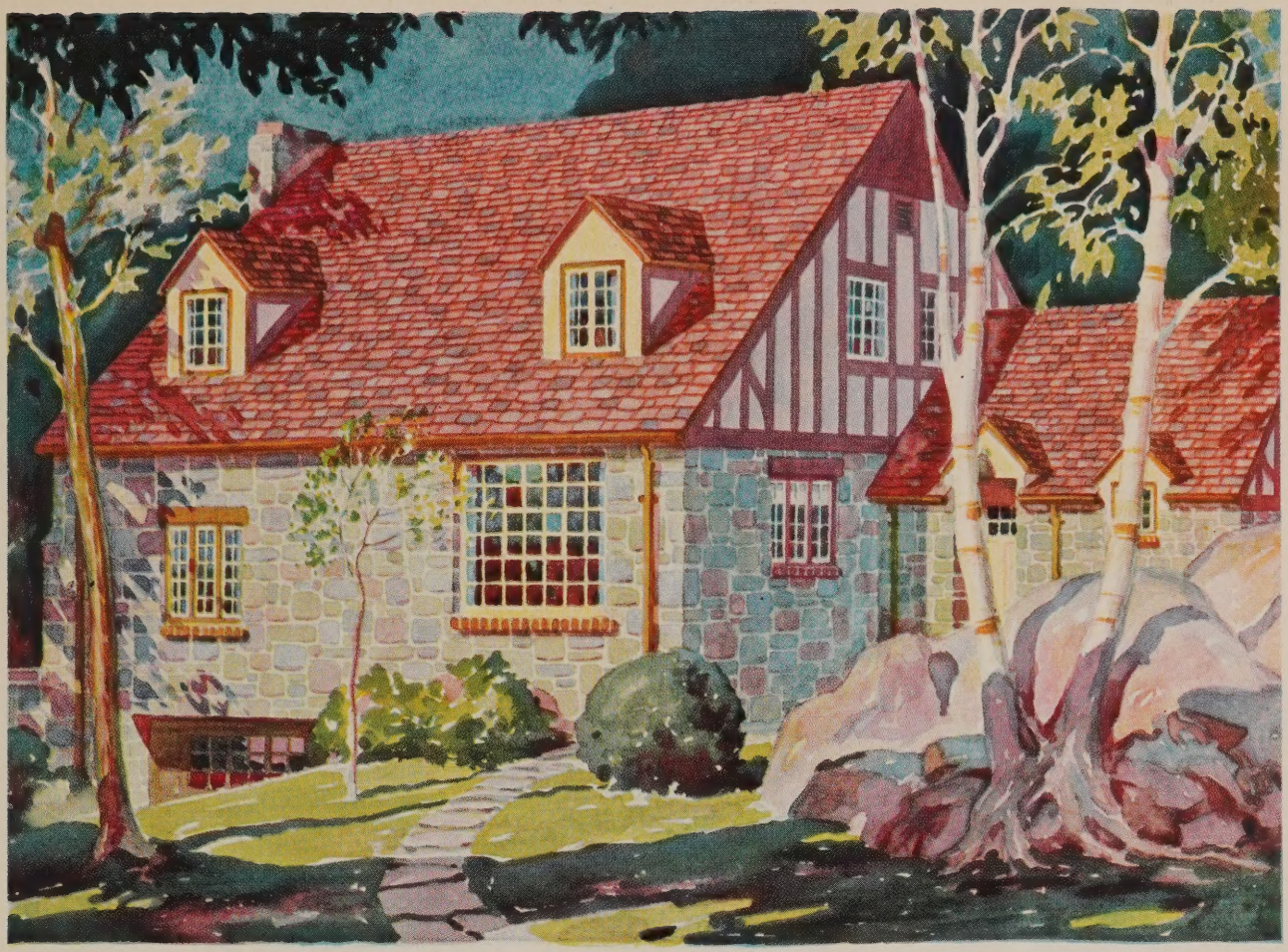
In beauty of line, the roof plays a most important part. Its size and shape and the manner in which it is covered are most important to the appearance of your home.

For homes, shingles are generally considered the most ideal type of roofing because of the effects in line and proportion. A shingle roof is never perfectly smooth, but the surface is broken constantly by the lines of the different courses and by the joints between the shingles themselves. The need for variety here is just as great as the need for variety in colors. Different styles of architecture require shingles of different sizes and shapes as well as different textures. Some roofs are best suited by the simple lines of the No. 5 Rigid Asbestos Shingle which you will find on page 15 of this book. Other homes require greater diversity in



J-M Colorblende Shingles with their pleasing tones and shades blend with the English motif and add permanent protection to the residence of Mr. George A. Scott, Port Washington, Long Island.

This home of Mr. Arthur Siebold in Chattanooga, Tenn., owes much of its attractive charm to its roof of J-M Rough Texture Green Asbestos Shingles laid with the butts staggered to give a rough shaggy appearance.



This charming stone and half-timbered Connecticut home is admirably finished with Johns-Manville Asbestos Shingles, no less durable than the house itself.

texture and are most fittingly roofed with the staggered butt shingles. Still others, either because of their architecture or because of their setting demand roofs of rough, heavy, rugged shingles laid with an irregularity that is almost abandon. Any of these requirements can be met by a selection of the American Method Shingles which are shown on page 15.

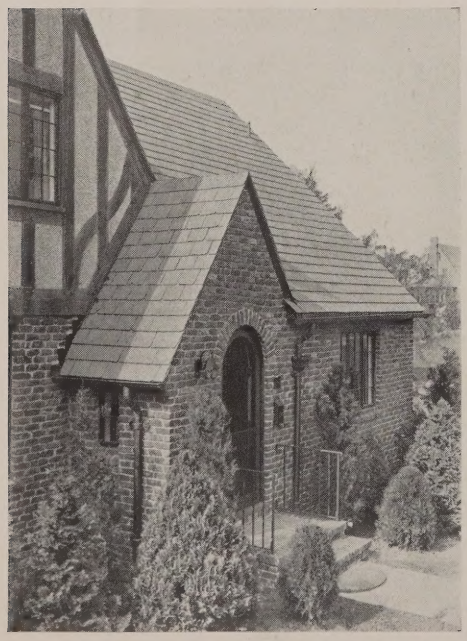
On this page you will also find the popular Hexagonal Method Shingle. Here is a complete change in shape and design—a difference in line to adapt it to those roofs for which the diagonal lines of this shingle are more appropriate.

With the Dutch Lap Method Shingle a very unusual and attractive effect in line and shadow offers you further possibilities in selecting exactly the roof for your particular needs.

The different shapes, sizes and textures of Johns-

Ice and snow have no effect on Johns-Manville Asbestos Shingles. Impervious to weather, unburnable by fire, they everlastingly end roofing expense.

A careful blending of these Colorblende Shingles, with the "reds" increasing towards the ridge line, was selected to enhance the beauty and permanence of this English Cottage home.

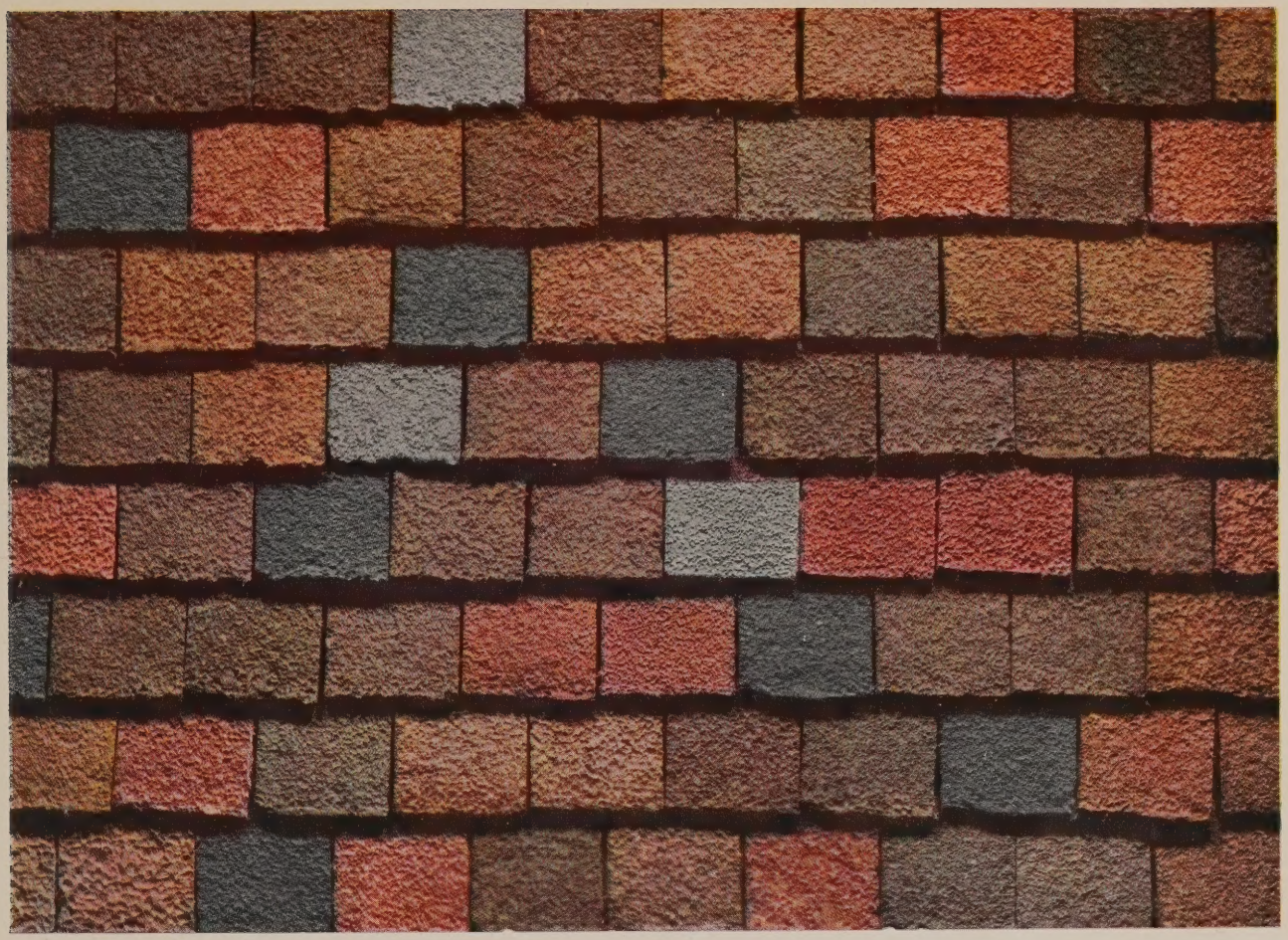


A detail of the doorway of the house shown above. The residence of Mr. E. D. Gurney, Eastchester, N. Y.

Manville Asbestos Shingles give you the same wide choice in selecting the roof you will need as do the colors. Whatever the roof needs of your home—either in color or line—Johns-Manville Rigid Asbestos Shingles have been designed to give you the widest latitude in meeting them. And with all this choice you still have permanence and protection against weather, time and fire.

To make the house fit in *colorfully* with its surroundings is the aim of all architects and home-planners, and when the casual passer-by can exclaim: "That house gives the appearance of *belonging* there!" he has paid a real compliment to the persons who worked out its color-effects.

You have seen that Johns-Manville Rigid Asbestos Shingles are available in a wide range of colors—chosen by architects and others interested in the building of better homes. As you contemplate the selection of color for the roof of *your* home, to make it a colorful entity which will fit in harmoniously with its surroundings, what more natural procedure to follow than to specify the "Shingles of Beauty in Color, Line, and Texture": Johns-Manville Rigid Asbestos Shingles!



One of the many effects which are at your command by using varying proportions of Johns-Manville Colorblende Rigid Asbestos Shingles.

J-M COLORBLENDES—BLENDS OF DISTINCTION

PERHAPS your house would be most attractive with a vari-colored roof, not bizarre blocks of color, but delicate shades carefully blended to produce a pleasing soft effect. For such a roof, you would choose J-M Colorblendes—Asbestos Shingles of rough texture, tapered to produce a definite shadow line.

All the shades of Colorblendes are shown in the roof deck on this page. There are four shades of brown (known as Conglomerate Browns), Solid Red Rough Texture and Blue Black. With these shades, you can get an endless variety of color combinations—you can have a roof that is actually your own—designed especially for your house—designed to make it distinctive, and in good taste.

If your house requires it, you can have a roof of these delicately blended shades with red predominant, and the complementing shades can be either brown or gray, or both, just as you wish. You can achieve a beautiful roof by using dark gray (blue-black) with spots of gray at random intervals, brightened a bit perhaps by red. Or your roof can be of brown—not one flat color, but four shades of brown that blend perfectly to produce the proper color to set off the rest of your house.

Colorblendes, of course, can boast all the qualities of Asbestos shingles; they are permanent, fireproof and these colors you choose so carefully will not fade. The color combinations are endless, and when your roof of Colorblendes is actually in place you will be proud of it. Your house will be looked upon as distinctive, always in the best of taste.

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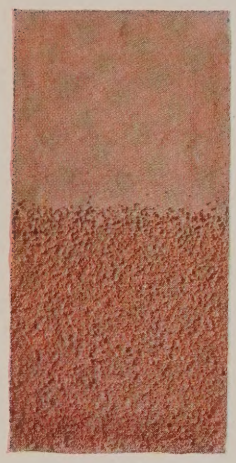
THE VARIED COLORS OF JOHNS-MANVILLE RIGID ASBESTOS SHINGLES



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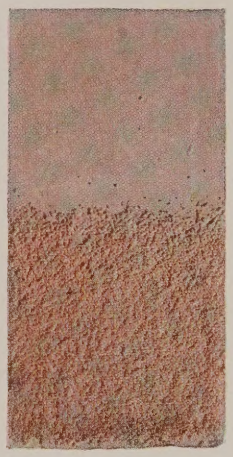

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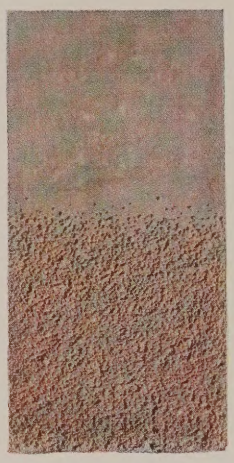

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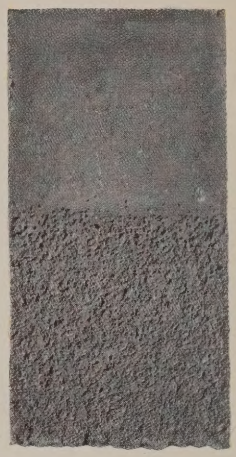
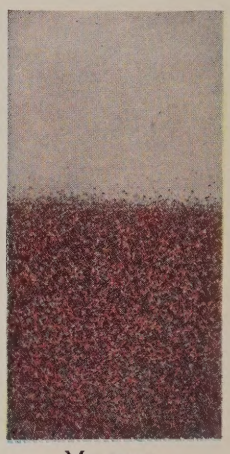


SHADE NO. 4

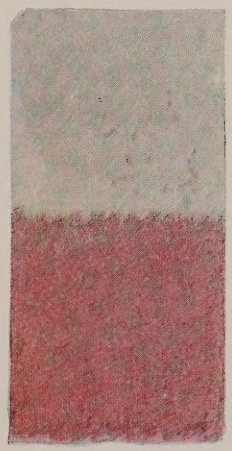
COLORBLENDE—CONGLOMERATE BROWNS

MOTTLED BLUE-BLACK

THIS page shows the varied colors in which Johns-Manville Rigid Asbestos Shingles are available. The page opposite shows the different shapes and sizes. These two pages should be used together to guide you in selecting the shingles best fitted for your home.



MULBERRY



MOTTLED RED

MOTTLED GRAY

GREEN VENEER

SOLID RED ROUGH TEXTURE

SIZES AND STYLES

On this page you will find photographs of actual roof sections laid up in J-M Rigid Asbestos Shingles so that a comparative idea of the appearance of each different style of shingles can be had at a glance. This with the page of colors shown on page 14 should simplify your problem of choosing the proper roof.

NO. 1

1. *The No. 5 American Method Shingles laid with butts aligned. Manufactured in Solid Red-Rough Texture, Green veneer, Mottled Red, Mottled Blue-black, Mottled Gray, Mulberry, Mottled Green and Shades 1, 2, 3, and 4 of Conglomerate Brown.*

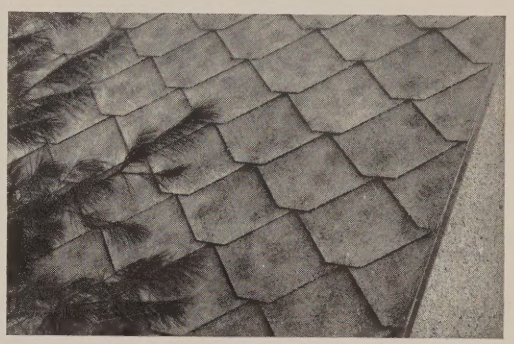
2. *The No. 5 American Method Shingles, laid with staggered butts. These shingles come in the colors given above.*

NO. 2

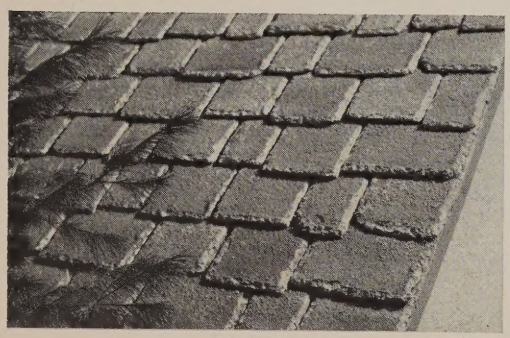
NO. 3

3. *The No. 70 Hexagonal Method Shingles. These have the advantage that there is less of the shingle lost in laps at no sacrifice of water-tightness, making them the most inexpensive of the J-M Asbestos Shingles. Manufactured in Mottled Gray, Mottled Red, Mottled Blue-black, Mulberry, Mottled Green, Solid Red-Rough Texture and Green veneer.*

4. *The No. 60 Hexagonal Method Shingles. Available in the same colors as No. 70 on special order.*



NO. 4

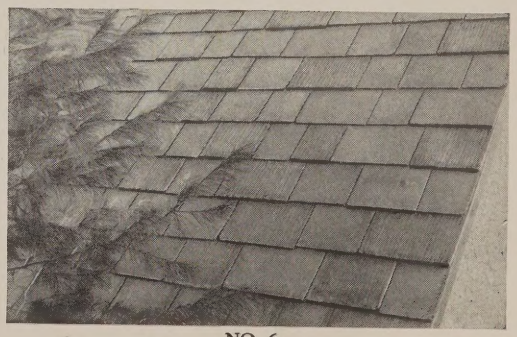


NO. 5

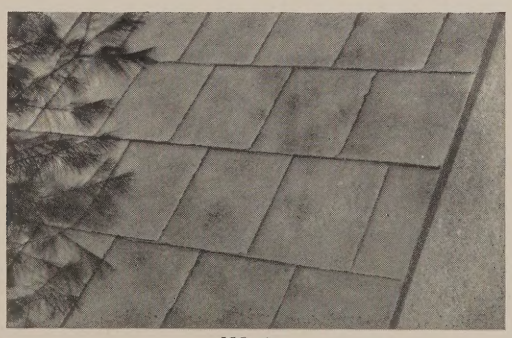
5. *The No. 190 and 200 American Method Shingles. These rugged shingles are ¾ or ½ inch thick at the butt with jagged edges, and make a very attractive shaggy roof. Available in Mottled Blue-black, Solid Red-Rough Texture and the four Shades of Conglomerate Brown.*

6. *The No. 55 Salem Grays Shingles. In appearance and color they resemble the old weathered hand-hewn wood roofs of our grandfathers.*

Describe difference in size.



NO. 6



NO. 7

7. *Dutch Lap Method Shingle. An adaptation of the economy of the Hexagonal Shingles to give the roof lines of the American Method Shingles. These are available in Mottled Gray, Mottled Red, Mottled Blue-black, Mulberry and Mottled Green.*

Well chosen colors of J-M Asbestos Shingles give a pleasing finish and permanent protection to this attractive Cleveland home.

A ROOF OF J-M RIGID ASBESTOS SHINGLES CAN BE REGISTERED

WHEN you have roofed your home with Johns-Manville Asbestos Shingles, thus securing all the protection, permanence and colorful beauty of this ideal roofing, there is one more assurance that will be given you. You can register your roof as a proof that it is made of genuine J-M Rigid Asbestos Shingles.

This certificate of registration is made out to cover your home only. Signed by the contractor who did your roofing work and by the man from whom he secured the shingles, it is filed in duplicate at the Johns-Manville Registration Bureau.

This makes your roof a matter of permanent record, removing any questions about it in future years if you should ever wish to sell your house. *We do not know of a single case in which Johns-Manville Rigid Asbestos Shingles have ever worn out—a fact worth noting.*

CHAPTER V

THE COST OF J-M ASBESTOS SHINGLES

As you have read over the preceding pages of this book, you have seen how Johns-Manville Rigid Asbestos Shingles combine all of the essential features of the ideal roof. Probably there has gradually come to you the thought that these shingles must of necessity be extremely expensive. Such is not the case.

It is true that you pay a little more for a roof of J-M Rigid Asbestos Shingles than you do for a roof made of other and less durable materials, but you pay for it only once. That is one extremely important point which you should not leave out of your calculations.

J-M No. 70 Asbestos Shingles give color and permanent protection to this interesting home in Detroit, Mich.

With Asbestos Shingles on your roof, there is no need for repairs or replacements—you do not have those periodic expenses which at first may seem just incidental but which mount up as the years roll by and make Repairs a big item in the Family Budget. As far as repairs are concerned, when you buy a roof of Johns-Manville Rigid Asbestos Shingles for your home, you can then forget it, except to know that as long as you live in it you will enjoy the permanent beauty and protection of your roof, and the safety it will give to you and yours.

When considering your roofing material—and all other parts of your new home as well—it is most important to look beyond the actual price and to consider what you get for what you pay. Someone has said that Price is what you pay for a thing, whereas Cost is what you pay *divided by* the service which the article will render. You are not building for a few years only. If you were, you would be interested in price alone and would not care much about permanence. But since you want your home to endure, you are vitally interested in the *cost* of the materials you buy.

A survey recently made, in thirty cities located in seventeen different states, from Massachusetts to California, to check up on the actual price of roofs made of J-M Rigid Asbestos Shingles showed that on the average the price of a roof of J-M No. 70 Mottled Gray Asbestos Shingles is only 12.2% more than one of 18″ Stained Cedar Shingles. Other J-M Shingles may be more expensive depending upon the style, color or shape which you select. But with J-M Rigid Asbestos Shingles, *price* and *cost* are the same. After you have the plans for your house all drawn, ask for an estimate on the proper J-M Rigid Asbestos Shingles. Then figure out how reasonable is the *cost* of an Asbestos Roof when spread over the length of time for which you plan your home to last.

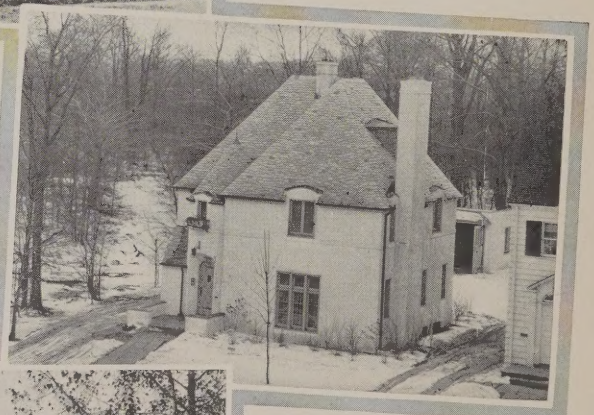
FOR THE SMALL COTTAGE OR THE STATELY MANSION

This dignified Colonial house is roofed in the best of taste with Johns-Manville Asbestos Shingles, American Style.

This unusual brick house has a roof perfectly in keeping with its architecture — Johns-Manville Asbestos Shingles of uneven widths.

This Tudor house is appropriately roofed with permanence—Johns-Manville Shingles.

This house among the trees, roofed with Johns-Manville Shingles—fits perfectly into its setting.



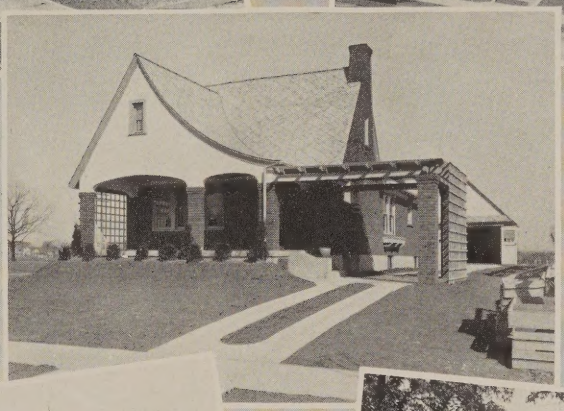
This Norman French home is protected with a roof of Johns-Manville Asbestos Shingles, uneven widths laid in random design.

This charming home will never need another roof. It is roofed with Johns-Manville Asbestos Shingles.

J-M ASBESTOS SHINGLES GIVE BEAUTY AND PROTECTION

This substantial brick house has a substantial roof—Johns-Manville Hexagonal Shingles.

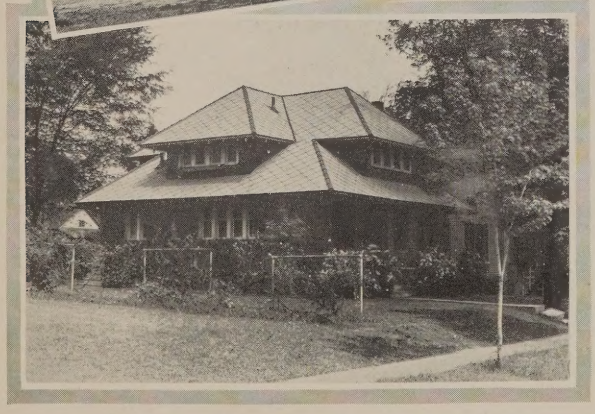
This cozy home with low, sloping roof is particularly well set off by J-M Hexagonal Shingles.



This modern house, with its sweeping roof lines, is protected by rugged Johns-Manville Hexagonal Shingles.

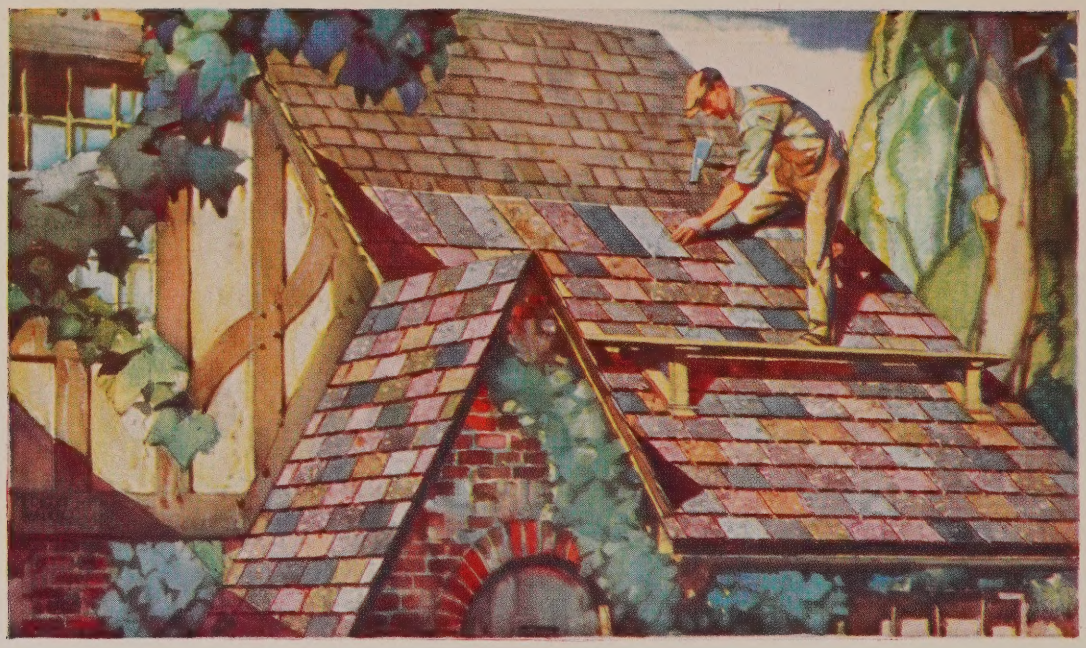
A roof of Johns-Manville Hexagonal Shingles improves the appearance of this modern barn—protects it permanently.

This bungalow beneath the trees is roofed with Johns-Manville Hexagonal Shingles.



Weather will never damage the roof of this house—Johns-Manville Hexagonal Shingles last forever.

This interesting bungalow is particularly attractive because it is roofed and sided with J-M Hexagonal Shingles.



The ease with which these colorful, fireproof, everlasting shingles are laid over this old roof, shows how simple it is to have your own home re-roofed for the last time.

CHAPTER VI

RE-ROOFING AND RE-SIDING

Just because you are not planning to build a new house, but prefer to remodel one which is already in existence or to renew the appearance of the one in which you are now living, is no reason why Johns-Manville Rigid Asbestos Shingles have no appeal for you. Whether you are remodelling the house throughout or only refreshing its exterior, these shingles can be used to give the same satisfying protection against time, weather and fire as they do to the owner of a newly built home. Their use will also give you the opportunities for the same attractive colors and color combinations, the same pleasing blending with your home and with its surroundings.

Re-roofing today with Johns-Manville Rigid Asbestos Shingles is a very different problem from that which faced those who, in the old days, found it necessary to repair or remodel a home. You do not have to have your old roofing torn off, for J-M Asbestos Shingles are laid right over the old roof, covering it completely.

Think what this means to you! First of all you save the expense of having the old roofing removed and the time that this work always takes. But you save other things as well which you do not find in your re-roofing bill. You will not have your lawn cluttered up with unsightly debris piling all around the house. Shrubs and vines will not be buried, and found torn and broken when the litter is finally cleared away.

Your house too will not be exposed to storms which might come up while part of the roof is bare waiting for the new roofing, and do untold damage to the furniture and interior decorations. And what is most important to the housewife, there will be no dust and dirt to filter all through your home, soiling everything on which it falls,

How little disturbance of the house and grounds is needed to re-roof with permanent, colorful J-M Rigid Asbestos Shingles.

necessitating many extra hours of thorough house cleaning to set things right again.

By re-roofing with Johns-Manville Rigid Asbestos Shingles you not only save all this expense and trouble, but your old roof will still be there to serve you. Underlying your new roof, it acts as an insulation. You will find that your re-roofed home is cooler in summer and easier to heat in winter, and your coal bills will be lowered.

If the walls of your remodelled home require it, Johns-Manville Asbestos Shingles can be used as a most attractive siding material. Though the side of a house bears less of the brunt of the weather's attack than does your roof, it still should be a permanent protection against the elements and against fire.

Here, too, you gain the advantage of the insulation which your old siding will give you and also save all the trouble and expense of having it removed, thereby combining utility and economy.

Re-roofed and re-sided with J-M No. 70 Asbestos Shingles, this Maryland home is permanently protected from weather and fire.

SELECTING THE MOST FITTING JOHNS-MANVILLE ROOF FOR YOUR HOME

THE question of choosing Johns-Manville Rigid Asbestos Shingles of the proper colors and textures to blend with your home, is far from being as difficult a matter as some may fear. The style of architecture, the color and nature of the walls and trim, the setting and the surroundings of your home are all factors each of which affects this question to a greater or less degree. When all of these factors have been considered, your choice will generally be narrowed, into a matter of personal preference.

The best advice to follow in choosing your roof is that of your architect. His interest in seeing your home grow to a finished building from his plans and specifications is second only to your own. His is the task of designing and directing the building of your home, and of guarding its good taste and construction.

Without attempting to advise in any individual case Johns-Manville offers on this page suggestions for the use of different shingles. In connection with these suggestions you are urged to consider your home in its own setting to be sure of the very best effect.

If your home is of Dutch Colonial architecture a roof of Mottled Blue-black, Green veneer, or Mulberry will prove the most fitting, using either the American, the Dutch Lap or the Hexagonal Shingles. For homes of the English half-timbered type, the Colorblende Shingles are usually most fitting, though roofs of Solid Red-Rough Texture and Mottled Red or even Mottled Blue-black are sometimes most attractive. Here also shingles of the American, Dutch Lap or Hexagonal Method may be used, the first being generally preferable.

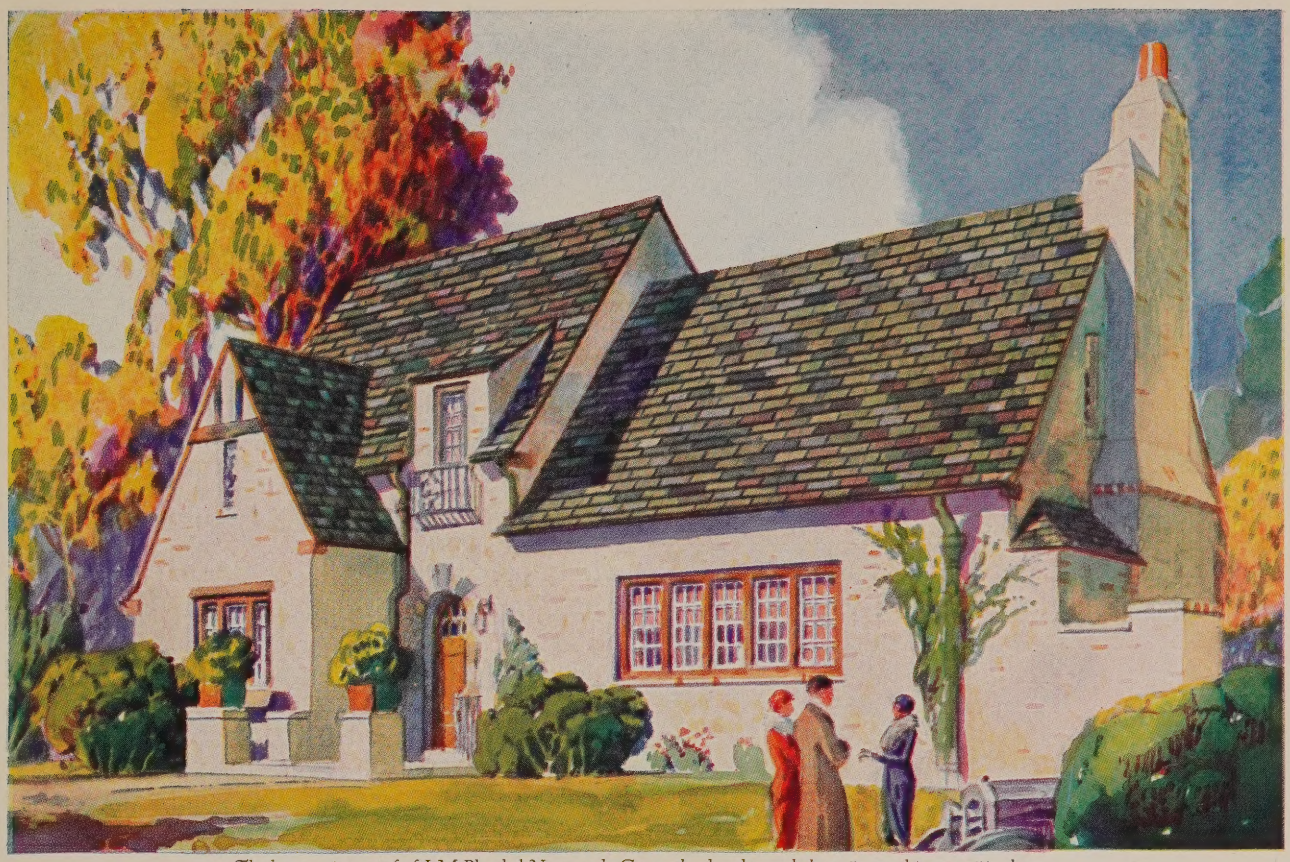
For the English Cottage, roofs of Mottled Blue-black, Colorblende or Mulberry are generally most fitting. For the French type of architecture Mottled Blue-black shingles, Mulberry, and Solid Red-Rough Texture in the Hexagonal, American or the Dutch Lap Method will usually give the most attractive roofs. If your house is Southern or New England Colonial your choice should be governed by the color and texture of the walls, in general following the same ideas as for the Dutch Colonial type. For homes of Italian or Spanish architecture the Solid Red-Rough Texture Shingles or Mottled Red are generally preferred, though the use of Colorblende and Green veneer will give very pleasing effects.

J-M ADVISORY ROOF SERVICE

As further assistance Johns-Manville offers a special service in advising you on the selection of the most appropriate roof treatment for your individual home. This service is free and entails no obligation; it is merely our endeavor to promote better roofs.

Send to the Architectural Service Department of Johns-Manville Corporation, 292 Madison Avenue, New York City, a description of the location and general characteristics and surroundings of your plot, and explain the color, texture and type of materials you have selected for the exterior wall surfaces. Also send us a set of blueprints or at least a sketch showing the style of architecture of your home. These should be complete enough to enable us to estimate approximately the quantity of material your roof will require.

On receipt of this information we will make a study of your individual problem and, with the advice of our consulting architect, submit suggestions on the type and color of shingles and estimates of the cost. We will also return your blueprints and sketch. Please give us the name and address of your architect, with whom we are always anxious to co-operate, as in this manner the most satisfactory results will be assured. This is a service of mutual co-operation.



The harmonious roof of J-M Blended Normandy Greens lends color and character to this attractive home.

SUBSTANTIAL COLORFUL ROOFS—AT LOW COST—WITH J-M ASPHALT SHINGLES

If you must pay for your roof strictly within a modest budget—you can still have a substantial roof of colorful beauty with J-M *Asphalt* Shingles. These shingles are made of heavy felts, impregnated with the finest asphalt and surfaced with crushed mineral. While these shingles cannot boast all the superb qualities of Asbestos Shingles, they offer you an excellent roof—at a lower cost.

J-M Asphalt Shingles are durable, fire-resistant, economical, colorful. The colors have been chosen with greatest care by a committee of architects and color experts. So that here too, you can select a shingle that will give your house exactly the roof its architecture and setting requires. In designing these shingle colors, sample after sample was made and rejected, sometimes because it was not the most desirable shade, sometimes because it did not live up to strict tests. But when the complete line was eventually chosen, every shingle that Johns-Manville offers has a definite place in providing a roof that is architecturally correct and in the best taste.

There is a wide variety of colors. You can have, if your house requires it, a roof of Fieldstone Green—a new green with just enough black in it to set off the green tones. Or perhaps your house needs a dark roof—you can select the Blue-black shingle which has always been popular. In reds—there is Tile Red for houses which need the warmth of a rich red or Standard Red for houses

which require a brownish shade. And there are blends of great beauty—Blended Normandy Greens—four shades of green chosen with greatest care to produce a blend of distinction. Blended Romany Reds—three shades of red and brownish red that complement each other to produce a pleasant subdued shade. Brittany Blend combines shades of greens and sand color to harmonize with many types of houses.

Besides the wide variety of colors, these shingles are available in several styles, each of which has its particular use and one of which will suit your house exactly. There is the popular Hexagonal Shingle, made in strip form both Giant size and Standard size. There is the American style, the oblong shape you usually associate with shingles. It is made in Standard and Giant size, both as strip shingles and as individual shingles.

These shingles can be used either for new houses or for re-roofing houses now in use. If you have hesitated to re-roof because of the expense, J-M Asphalt Shingles offer you a new roof at low cost. If you have dreaded the litter and rubbish caused by tearing off old shingles, J-M Asphalt Shingles can save you from this. They can be applied right over your present roof—with a minimum of inconvenience and expense.

Whatever your roofing needs, if expense is an item of great importance, Johns-Manville Asphalt Shingles solve your problem. They improve the appearance of your house, with color and style in the best taste. They free you from the worry and expense of repairs for years to come. They increase the value of your house, increase your pride in ownership. If you must pay for your roof strictly within a modest budget,—you can still have a substantial roof of colorful beauty with Johns-Manville Asphalt Shingles.

CONSULT THE J-M DEALER IN YOUR TOWN

Johns-Manville Rigid Asbestos and Asphalt Shingles are carried by dealers throughout the country, making it possible for you to get the shingles you will need wherever you may be building. From their stocks you can select the shingles you want. These Johns-Manville dealers are there to serve you. Their roofing knowledge and experience in building materials are at your disposal, whether you are planning a new home or re-roofing the one you now own. There you will find actual shingles in all the colors, textures, shapes and sizes coupled with practical and trustworthy information on their durability and efficiency. It will be well worth your while to consult the nearest Johns-Manville dealer on your roofing problems.

JOHNS-MANVILLE JM CORPORATION

Johns-Manville
CORPORATION

NEW YORK CLEVELAND CHICAGO SAN FRANCISCO

CANADIAN JOHNS-MANVILLE CO., LTD.
TORONTO MONTREAL VANCOUVER WINNIPEG

AS-4A-4-29 CABLE ADDRESS: WARDJOHNS, NEW YORK Printed in U. S. A.